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With contributions from seasoned product developers talking openly about their experiences, this compendium describes and comments on specific New Product Development (NPD) projects in a variety of industries internationally. Edited by Mary and Richard Earle, Emeritus Professors at Massey University, New Zealand, who have worked on numerous NPD projects in many countries, this book outlines new product development theory and considers different strategies and management decisions. Twelve case studies highlight product development, technological development, and consumer and market research. The book demonstrates product development in practice as well as how product developers are educated.

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